

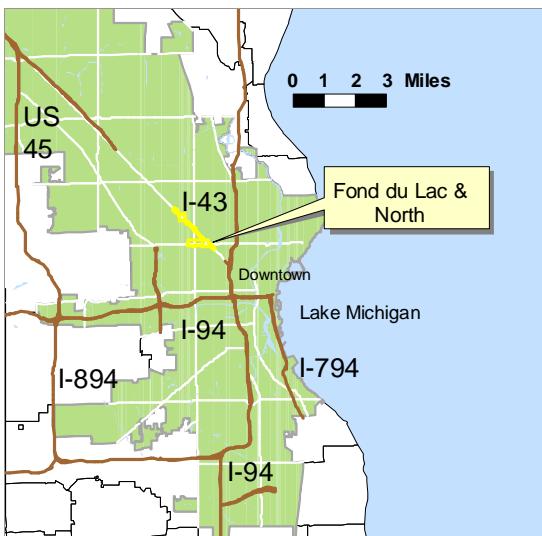


Lena's provides full-service grocery to neighborhood residents.

## Contact

Dimitri Jordan  
City of Milwaukee  
Department of City Development  
414-286-5662  
Fax 414-286-5467  
djorda@mkedcd.org

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# Fond du Lac & North

FOND DU LAC 19TH to BURLEIGH,  
NORTH AVENUE 24TH to 30TH

Fond du Lac and North is an important commercial node serving a densely populated neighborhood on Milwaukee's North Side. A variety of local and national retailers benefit from locating in an area where over \$168 million is spent annually on retail. The neighborhood has seen significant investment and interest in

recent years. The recently completed Fond du Lac and North neighborhood plan emphasizes the district's importance as a commercial center for area residents. Citing high traffic counts on Fond du Lac and North Avenue, and market demographics, the plan foresees even greater retail activity in the future at this prominent crossroads.

## Residential Characteristics

From 27th & FDL	1/2 Mile	1 Mile	2 Miles
Population	9,056	36,968	135,083
Density	11,243	11,718	10,755
Households	2,593	10,840	46,243
Owner Occupant	51.4%	53.9%	63.7%
Under 25	54.2%	53.6%	49.1%
% 25–44	25.4%	25.1%	26.6%
% 45–64	14.3%	14.7%	16.7%
% Over 65	6.1%	6.6%	7.5%
Average Household Income	\$30,458	\$28,747	\$32,289
Total Household Income	\$79,769,700	\$311,880,300	\$1,494,673,400
% African-American	94.3%	91.1%	79.7%
% Asian	0.2%	2.2%	3.3%
% White	2.0%	2.9%	12.0%
% Hispanic Origin	2.1%	2.1%	2.8%

Sources: 2000 US Census, City of Milwaukee Assessor

## Employees and Visitors

### MAJOR TRAFFIC GENERATORS

#### National Retail (representative)

Citgo  
Checkers  
Checker Auto Parts  
Family Dollar  
Popeye's

#### Local Retail (representative)

Brew City Barbering  
Columbia Savings & Loan  
Gold Rush Chicken  
Jackson Hewitt Tax Service  
John's Red Hots  
Legacy Bank  
Lena's Foods

Mack's Heating & Air  
Conditioning

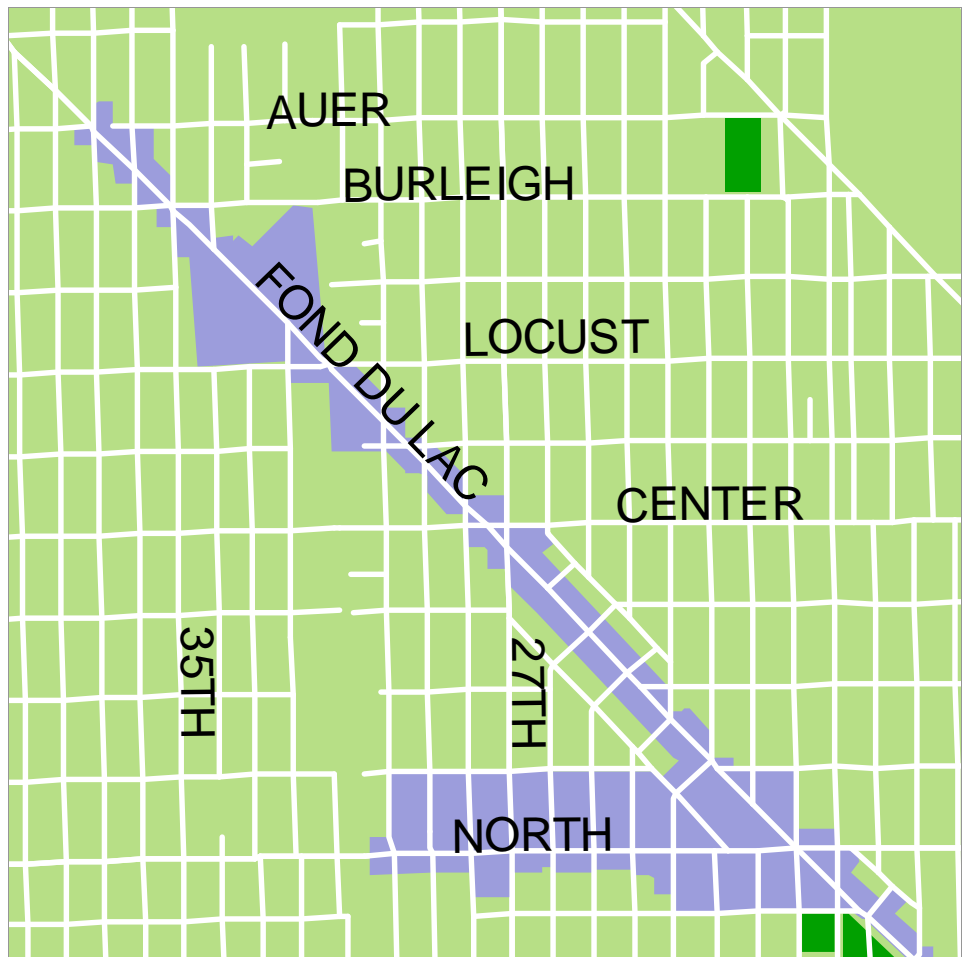
M&I Bank  
Schmidt Kil-bac Bar Supplies  
Staples Brothers Paint &  
Hardware  
Twins Butcher Shop  
Woody's Restaurant

#### Major Employers

Milwaukee County Transit  
System Headquarters  
220 employees  
Master Lock  
300 employees  
Capitol Stamping Corp.  
160 employees

## Traffic & Transportation

- 1 Mile from Downtown Milwaukee
- Easy access from I-43 at North Avenue exit.
- 24 Hour Traffic Counts:  
Fond du Lac: 22,200 vehicles daily  
North: 17,750 vehicles daily  
Locust: 11,050 vehicles daily  
Burleigh: 13,400 vehicles daily
- 9 Buslines with average weekday ridership of 42,890 passengers.
- Daily bus transfers:  
FDL/North: 908  
FDL/Center: 1,759  
FDL/Burleigh: 1,891  
27th/North: 866



## Retail Rents

\$8-13/sq ft.



Woody's Restaurant (left) serves a variety of home-style favorites.

Brew City Barbering (right, top) is a friendly neighborhood barber shop.

Legacy Bank (right, bottom) is undergoing a major renovation and expansion that will make it even more of a neighborhood anchor.



## Local Investments

- \$7.5 million Fondy Farmers Market expansion and food incubator
- \$1 Million Fond du Lac Avenue streetscaping, including harp lamps
- \$2.5 million Legacy Bank expansion and historic renovation of 1927 building.
- \$4 million Fond du Lac Avenue reconstruction
- Columbia Savings & Loan, \$1 million new construction
- Citgo
- Brew City Barbering
- Fond du Lac & North Neighborhood Plan, public participation process, \$230,000

